

# **PRIVACY POLICY**

## **1. Privacy and Security Policy**

The following information about our Privacy Policy reflects the commitment of PULVERIZADORES FEDE, S.L.U. (hereinafter, FEDE) with CIF B46856118, and registered at Polígono industrial Castilla, vial 3, parcela 61G - 61F, Postal Code 46380, Cheste (Valencia - Spain), as data controller, to maintain and guarantee safe commercial relations through the protection of personal data, guaranteeing the right to privacy for each user of our services. In this document we explain how we use personal data during the use of our services.

## **2. Definition of personal data**

By "Personal Data" we must understand any information concerning an identified or identifiable individual. These include, among others, the name, surnames, postal and electronic addresses, as well as the telephone number and the applicator card.

## **3. Treatments and purposes of the data collected**

Any personal data you provide to us when visiting our website or during the provision of services, will be treated according to the data protection regulations and will only be collected, processed and used for lawful, legitimate and informed purposes. We therefore detail all the purposes for which FEDE uses personal data:

- For sending contact forms or e-mails:

- Purpose: To be able to respond to queries and contact users with the aim to resolve their doubts or questions.
- Legitimation: The legitimate basis on which the data will be processed lies in the execution of the requested pre-contractual measures and/or the consent given.
- Retention periods: data will be retained for the time necessary to respond to the issues occurred.

- For subscription to the newsletter:

- Purpose: To forward newsletters to subscribed users.
- Legitimation: The legitimate basis on which data will be processed lies in the execution of the requested pre-contractual measures and/or the consent given.

- Retention periods: data will be retained until the subscription is cancelled.
- For transactions / Sale and contracting of products or services:
- Purpose: To be able to carry out relevant sales formalities to ensure that the sale is carried out successfully.
  - Legitimation: The legitimate basis on which the data will be processed lies in the execution of the requested pre-contractual measures and/or the consent given.
  - Retention periods: data will be retained for the time necessary to respond to the issues occurred.
- For sending information and advertising:
- Purpose: Sending of information or advertising, offers and promotions, gifts and loyalty campaigns, or any other actions of a commercial nature, by post, e-mail, telephone, SMS or other equivalent electronic means, regarding our own products and services, as well as those of the group, specifically the entity Kubota Holdings Europe B.V. and Kubota ESPAÑA, S.A. The sending of commercial communications may be carried out even after the commercial relationship has ended if so authorised.
  - Legitimation: The basis of legitimacy is your consent and FEDE's legitimate interest in sending commercial communications by post, e-mail, telephone, SMS or other equivalent electronic means. In this regard, the Spanish Information Services Society Act (hereinafter, the "LSSI") allows the provider to send commercial communications concerning products or services of its own company that are similar to those initially contracted with the customer.
  - At any time, you may object to the processing of your data for this purpose, free of charge, and you may unsubscribe from receiving this type of communication at any time. Likewise, the "Users' rights" section of this Policy describes how to unsubscribe from this type of communication.
  - Likewise, FEDE on the basis of legitimate interest under Article 6.1.f of the GDPR, for which a weighing of the fundamental rights of the data subject (right to the protection of personal data, right to honour and to personal and family privacy) and the legitimate interest of FEDE itself has been carried out, concluding that these rights are not affected; we further consider that, as a customer, you have a reasonable expectation that we will send you commercial information that may be of interest to you, based on your interests as a customer through information obtained from your actions as a user and, in particular, the purchase of products, without being invasive of those actions or of your rights. This information will be treated securely and confidentially.  
Moreover, you may, at any time, express your wish not to be the subject of this processing by exercising your right to object to it.
  - Retention period: The data will be kept for the time necessary to respond to the interests and questions raised.

Fede informs all users of the non-mandatory nature of the collection of certain personal data, except in the fields indicated otherwise. However, failure to complete such data may prevent Fede from providing all services linked to such data, releasing us from any responsibility for the non-provision or incomplete provision of these services.

It is the responsibility of the user to provide the data in a truthful manner and to keep them up to date, thus, Fede reserves the right to exclude from the services and proceed to cancel the service to any user who has provided false information, without prejudice to the other legal actions.

Your personal data will NOT be communicated to any other company. In case that it is necessary to communicate your information to another entity, your express consent will be requested before the communication is made.

#### **4. Security of your personal data**

Fede has a special concern for ensuring the security of your personal data. Your data is stored in our information systems, where we have adopted and implemented safety, technical and organizational measures to prevent any loss or unauthorized use by third parties. For example, our web portals use Https data encryption protocols.

#### **5. Information on the use of cookies**

The mere fact of visiting this website or using FEDE's services does not automatically record any personal data that identifies a User. However, we inform you that while browsing the Website, "cookies" are used, small data files that are generated in the user's computer and that allow us to obtain the following analytical information:

- a) date and time of access to the Website, allowing us to know the busiest times, and to make necessary adjustments to avoid saturation problems at our peak times.
- b) number of daily visitors to each section, allowing us to know the most successful areas and to increase and improve their content, so that users obtain a more satisfactory result and improve content design.
- c) date and time of the last time a user visited the Website in order to carry out analytical and statistical studies on the use of the website.
- d) Security elements involved in controlling access to restricted areas.

For more information visit our cookies policy

#### **6. User's rights**

Where appropriate, all users may exercise any of the rights granted by data protection regulations, such as the right of access, rectification, limitation of processing, deletion, data portability and opposition, by writing to our data protection officer at

DPO@FEDEPULVERIZADORES.COM. And in case that you consider it appropriate, you may make a complaint via Spanish Data Protection Agency.

#### **7. Do you not wish to receive information from us or do you wish to revoke your consent?**

Any user may object to the use of their information for the purposes of advertising, market research or satisfaction surveys, and may revoke their consent at any time (without retroactive effect). To do so, please send an e-mail to DPO@FEDEPULVERIZADORES.COM. When you receive advertising by e-mail, you may also object from that e-mail by clicking on the link included in the e-mail and following the instructions provided.

#### **8. Changes to the Privacy Policy.**

Our Privacy Policy may be updated, due to changes and legal requirements, as well as due to improvements and changes included in the way we offer and provide our services and applications. Therefore, we recommend that you visit and access our Privacy Policy periodically, in order to access and know the latest changes that may have been incorporated. In the event that such changes are related to the user's consent, in this case an independent and separate notice will be sent to you to collect it again.

If during the reading you have raised any doubt or question about our Privacy Policy or you want to exercise any right or action relating to your personal data, please contact us at the following email address [dpo@fedepulverizadores.com](mailto:dpo@fedepulverizadores.com)